

Message Text

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PAGE 01 MANILA 09707 091048Z
ACTION TRSE-00

INFO OCT-01 EA-12 ISO-00 L-03 H-02 IO-14 NEA-11 SSO-00
ICAE-00 NSCE-00 AID-05 CIAE-00 COME-00 EB-08
FRB-01 INR-10 NSAE-00 XMB-04 OPIC-06 SP-02 LAB-04
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FM AMEMBASSY MANILA
TO SECSTATE WASHDC IMMEDIATE 6977

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E.O. 11652:
TAGS: EAID, EFIN, BEXP
SUBJECT: US PROCUREMENT RECORD OF ADB PROJECTS IN R.P.

REF: 77 MANILA 8870,SARTORIUS/MELLOR TELCON 6/5/78

1. SUMMARY. EMBASSY AND USADB REPORTING ON ADB PROJECTS COMBINED WITH ACTIVE INTEREST ON PART OF LOCAL U.S. BUSINESSMEN HAS RESULTED IN GOOD RECORD FOR US PROCUREMENT FOR ADB PROJECTS IN PHILIPPINES. HOWEVER, EMBASSY WILL CONTINUALLY SEEK TO IMPROVE US PROCUREMENT RECORD. END SUMMARY.

2. EMBASSY AND USADB HAVE TAKEN SERIOUSLY THEIR RESPONSIBILITY FOR REPORTING PROMPTLY AND ACCURATELY TRADE OPPORTUNITIES OFFERED BY ADB PROJECTS. (SEE REFTEL). INFORMATION REGARDING SUCH PROJECTS IS DISSEMINATED TO BUSINESS COMMUNITY BY USE OF EARLY WARNING AND FOREIGN GOVERNMENT TENDER REPORTING.

3. LARGE NUMBER OF AMERICAN COMPANIES LOCATED IN MANILA PAY CLOSE ATTENTION TO PROCUREMENT OPPORTUNITIES PRESENTED BY ADB PROJECTS. THEIR AGGRESSIVE EFFORTS COMBINED WITH EMBASSY ASSISTANCE AND AN AMERICAN ORIENTATION IN THE
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PAGE 02 MANILA 09707 091048Z

PHILIPPINES HAD MEANT A GOOD TRACK RECORD FOR US SUPPLIERS IN ADB PROJECTS LOCATED IN THE PHILIPPINES.

4. STATISTICS INDICATE THAT OVER THE PAST THREE YEARS THE US COMPANIES' AVERAGE SHARE OF PROCUREMENT FOR ADB PROJECTS IN PHILIPPINES RPT IN PHILIPPINES WAS 14.8 PER CENT OF TOTAL COMPARED TO JAPANESE FIRMS WHICH ACCOUNTED

FOR 17.3 PER CENT. IN FACT, IN 1977 AMERICAN COMPANIES
HAD A LARGER SHARE THAN THE JAPANESE, 23.6 PER CENT AND
20.1 PER CENT, RESPECTIVELY. RECORD OF PROCUREMENT LAST
THREE YEARS FOLLOWS IN THOUSAND U.S. DOLLARS:

COUNTRY OF

SUPPLIERS AMOUNT PC AMOUNT PC AMOUNT PC

UNITED STATES 8548 13.4 1447 7.4 6287 23.6

JAPAN 7587 11.9 6117 31.1 5365 20.1

5. EMBASSY RECOGNIZES, OF COURSE, THAT GIVEN U.S.
ORIENTATION OF THE BUSINESS COMMUNITY IN THE PHILIPPINES,
SHARE OF PROCUREMENT COULD BE HIGHER, AND WILL MAKE
EFFORT TO IMPROVE THAT PERFORMANCE.

6. EMBASSY BELIEVES THAT EFFORTS ALONG LINES OF VERY
EARLY ALERT WOULD BE MOST PRODUCTIVE. THE AIM WOULD BE
TO INFORM AND INVOLVE US COMPANIES DURING THE PRE-
FEASIBILITY STUDY STAGE OF THE PROJECT. HAPPILY, U.S.
HAS A GOOD RECORD IN OBTAINING CONSULTANCY CONTRACTS --
34.5 PER CENT AS OF 1978. ONE APPROACH WOULD BE TO DIS-
SEMINATE TO US BUSINESS IN-HOUSE BANK DOCUMENTS LISTING
LOANS FOR PROJECTS THAT WILL BE CONSIDERED BY THE BANK.
THIS IS NOT YET DONE ON REGULAR BASIS. FURTHER INFORMA-
TION ON THE PROJECT COULD BE DEVELOPED BY CONTACT WITH
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PAGE 03 MANILA 09707 091048Z

THE IMPLEMENTING AGENCY, AND PASSED ON TO INTERESTED
AMERICAN FIRMS. TO UNDERTAKE A PROGRAM OF THIS NATURE
WOULD NECESSITATE EMBASSY STAFFING INCREASE, HOWEVER.

7. SUGGESTED "EDUCATION" OF BUSINESSMEN NOT NECESSARY
FOR US BUSINESSMEN ALREADY HERE IN MANILA WHO ARE WELL
TUNED INTO BANK ACTIVITIES, BUT WOULD BE USEFUL FOR NEW-
TO-MARKET, SMALL OR MEDIUM BUSINESSES ELSEWHERE.
MURPHY

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